

Huggies Awards Second Annual MomInspired Grants To Nine Mom Product Inventors

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DALLAS, December 6, 2011 - Kimberly-Clark's Huggies® Brand today announced its second class of MomInspired grant recipients, unveiling nine unique ideas that address a diverse range of parenting, baby and child care product and service solutions. Huggies' MomInspired grant program provides seed capital and resources to help fund women-owned business startups and new product innovations inspired by personal motherhood challenges and experiences.

In the two years of the program, Huggies MomInspired has solicited nearly 1,000 product and service idea applications addressing unmet parenting needs, and has awarded \$315,000 in grant money - \$15,000 each to 21 inventive women.

Selected from more than 500 applicants, the 2011 grant awardees demonstrated original product ideas or had existing small businesses designed to help make life easier for parents so that they can better enjoy everyday moments with their little ones. From acupressure wrist bands for the relief of debilitating morning sickness, to quick and convenient magnetic-fastening infants' wear, to an adjustable chair and carrier that mimics the complex "colic-cradle hold" for multi-tasking parents, each idea represents the story of a mom or aunt searching for a particular parenting solution. Each of the nine recipients will receive \$15,000 in seed capital and access to business consult from Kimberly-Clark.

[Listen](#) to the 2011 Huggies MomInspired grant recipients talk about their unique ideas and inspiration.

The inaugural class of twelve MomInspired grant awardees, announced in September 2010, has made significant business advancements after receiving their grants. Representing small businesses in all stages of development, they have worked to build product inventory, develop prototypes, establish retail partnerships, and explore global sourcing options, among other achievements.

"It's been very rewarding to see last year's grant recipients reach critical business milestones this past year," said Kelly Stephenson, senior brand manager for the Huggies brand. "We are positive this new class will reach the same level of success and are excited to welcome our newest 'parenting problem-solvers' into the MomInspired family."

In 2011, Huggies also expanded the program to Australia to support the rise of the country's "mumpreneurs," awarding \$20,000 grants to five unique moms from a selection of almost 1,200 applicants.

Interested U.S. moms will be able to apply for a 2012 MomInspired grant in spring 2012. For more information, eligibility requirements, a sample application and details on previous grant recipients' inventions, visit HuggiesMomInspired.com. Potential applicants can also sign-up here in order to be notified of the next submission period.

About the Huggies Brand

The Huggies brand helps provide simple solutions for moms and dads to fully enjoy each and every day of parenthood. The Huggies brand is a part of the Kimberly-Clark Corporation portfolio of trusted brands and is

essential to helping moms around the world have a better life.

About Kimberly-Clark

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 150 countries. Every day, 1.3 billion people - nearly a quarter of the world's population - trust K-C brands and the solutions they provide to enhance their health, hygiene and well being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds No. 1 or No. 2 share positions in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 139-year history of innovation, visit www.kimberlyclark.com

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